

A system, method and computer program product are disclosed for monitoring distributor activity in a supply chain management framework. Data is received from at least one store of a supply chain utilizing a network. This data relates to the sale of goods by the store. Electronic order forms are generated based on the data for ordering goods from a plurality of distributors of the supply chain. The generated electronic order forms are sent to the distributors so that the goods are delivered to the stores. The electronic order forms for each of the distributors are compared for monitoring the reliance of the store on each distributor.